CLAIMS

I claim:

1. A method comprising:

providing a readable resource;

defining a human-readable resource designator that can be used to access information associated with the readable resource;

defining a computer-readable resource designator that can be used by a computer to automatically access said information; and

associating, on the readable resource, the human-readable resource designator and the computer-readable resource designator.

2. The method of claim 1, wherein said providing comprises providing one or more Web-accessible resources.

3. The method of claim 1, wherein said providing comprises providing one or more resources that are not Web-accessible.

4. The method of claim 1, wherein said defining of the human-readable resource comprises defining a URL.

5. The method of claim 1, wherein said associating comprises printing the designators on a paper.

6. The method of claim 1, wherein said associating comprises printing the designators on a Web page.

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7. The method of claim 1, wherein said associating comprises placing the designators on a media other than printed paper.

8. The method of claim 1, wherein said defining a computer-readable resource designator comprises defining a designator that is not human-readable for purpose of accessing said information.

9. One or more computer-readable media having computer-readable instructions thereon which, when executed by one or more processors, cause the one or more processors to:

define a human-readable resource designator comprising a URL that can be used to access a Web page;

define a computer-readable resource designator associated with and corresponding to the URL that can be used by a computer to automatically access said Web page; and

associate the human-readable resource designator with the computer-readable resource designator in a manner such that if the Web page is printed, individual designators appear thereon.

10. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define different designators.

11. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define an integrated designator that includes both a human-readable portion and a computer-readable portion.

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12. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define said computer-readable resource designator by defining said designator so that it is only readable by a computer to ascertain the URL, and is not readable a human to ascertain the URL.

13. The computer-readable media of claim 9, wherein said instructions cause the one or more processors to define said computer-readable resource designator by defining a plurality of scan lines.

14. A method comprising:

reading, with a computer, a computer-readable resource designator that can be used by a computer to automatically access information, said computer-readable resource designator being displayed on a readable resource and displayed in conjunction with a human-readable resource designator that can be read by a human and used to access said information;

processing the computer-readable resource designator to identify a designator that is associated with a network-accessible resource;

requesting a designated resource; and

receiving the requested resource.

15. The method of claim 14, wherein said computer-readable resource designator is associated with a human-readable resource designator comprising a URL.

16. The method of claim 14, wherein said requesting comprises wirelessly requesting said designated resource.

17. The method of claim 14, wherein said requesting comprises requesting said designated resource over the Internet.

18. The method of claim 14, wherein said reading comprises reading a computer-readable resource designator that is embodied on a printed piece of paper.

19. The method of claim 14, wherein said reading comprises reading a computer-readable resource designator that is embodied on a printed Web page.

20. A system comprising:

a readable resource;

a human-readable resource designator on the readable resource; and

a computer-readable resource designator on the readable resource;

the computer-readable resource designator being associated with and corresponding to the human-readable resource designator;

the computer-readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator.

21. The system of claim 20, wherein said computer-readable resource designator comprises a scannable designator.

22. The system of claim 20, wherein said computer-readable resource designator comprises plural scan lines.

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23. The system of claim 20, wherein said computer-readable resource designator comprises a bar code.

24. The system of claim 20, wherein said human-readable resource designator comprises a URL.

25. The system of claim 20, wherein said readable resource comprises a printed piece of paper.

26. The system of claim 20, wherein said readable resource comprises a printed Web page.

27. The system of claim 20, wherein said readable resource comprises a media other than paper.

28. The system of claim 20, wherein said computer-readable resource designator and said human-readable resource designator are integrated.

29. The system of claim 20, wherein said computer-readable resource designator and said human-readable resource designator are integrated and appear on a common portion of the readable resource.

30. A system comprising:

at least one human-readable resource designator; and

at least one computer-readable resource designator associated with and corresponding to said one human-readable resource designator, the computer-

readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator.

31. The system of claim 30, wherein said at least one computer-readable resource designator comprises a scannable designator.

32. The system of claim 30, wherein said at least one computer-readable resource designator comprises plural scan lines.

33. The system of claim 30, wherein said at least one computer-readable resource designator comprises a bar code.

34. The system of claim 30, wherein said at least one human-readable resource designator comprises a URL.

35. A system comprising:

one or more readable resources each of which comprising a human-readable resource designator and a computer-readable resource designator associated with and corresponding to the human-readable resource designator;

the computer-readable resource designator being configured for use by a computer so that a computer can automatically retrieve a resource associated with both the human-readable resource designator and the computer-readable resource designator;

one or more servers configured to receive requests for resources associated with both the human-readable resource designator and the computer-

readable resource designator, and return requested resources to one or more computing devices; and

a data store for holding resources that can be requested by one or more computing devices.

36. The system of claim 35, wherein the human-readable resource designator comprises a URL.

37. The system of claim 35, wherein the readable resource comprises a printed piece of paper.

38. The system of claim 35, wherein the readable resource comprises a printed Web page.

39. The system of claim 35, wherein the readable resource comprises a media other than paper.

40. The system of claim 35 further comprising one or more computing devices configured to read computer-readable resource designators and request resources associated with individual computer-readable resource designators.